

Eau Claire Healthy Communities presents...

October 6, 2015

1:00 p.m. to 5:00 p.m.

Mayo Clinic Health System Eau Claire

Large Auditorium

1221 Whipple Street, Eau Claire, WI 54703



BUILDING HEALTHY COMMUNITIES FOR THE 21ST CENTURY

Program Guide

1:00 PM WELCOME

Main Sponsor: Eau Claire Healthy Communities Council Co-Chairs

Nate Jahn, Director of Health & Wellness, Eau Claire YMCA, oversees all healthy living programs, services and staff at the YMCA. In addition, Nate has served as Co-Chair of the Healthy Communities Council since 2013.

Maribeth Woodford, Executive Director, Chippewa Valley Free Clinic, directs all clinic operations, ensuring the successful accomplishment of its mission to provide quality health care to all individuals who have no reasonable medical alternative. She has more than 30 years of non-profit management experience, working in administration in both WI and MN.

Host Sponsor: Mayo Clinic Health System

Randall L. Linton, M.D., CEO, Mayo Clinic Health System – Northwest Wisconsin, oversees the integration of care at 5 hospitals and 16 clinics in Wisconsin with over 5,000 staff members, including over 400 providers.

1:15 PM KEYNOTE

Creating Healthy & Vibrant Cities for the 21st Century

Thomas Fisher will address the economic, social, and environmental forces driving cities and encourage design and healthcare professionals to pay much more attention to community health and the ways in which the built environment can aid in that effort. Examples of projects underway in his Center as well as across the U.S. will be shared, and he looks forward to a conversation about what people are doing locally to enhance community health.

Thomas Fisher, Director of the Metropolitan Design Center at the University of Minnesota & Dayton Hudson Chair in Urban Design, is the former dean of the University of MN's College of Design. He has written 9 books, more than 50 book chapters or introductions, and over 400 articles in professional journals and major publications dealing with architectural design, practice, and ethics.



2:15 PM BREAK

2:30 PM PECHAKUCHA™ 20x20 PRESENTATIONS

Active Transportation

This presentation will look at the health benefits of active transportation (walking, biking, or utilizing public transit). It will also describe some of the built environment characteristics that promote active transportation. In addition, study results will be shared, revealing a growing demand for walkable, bikeable, transit-oriented places, the subsequent need for changes in urban planning and real estate development, and how such changes are beneficial, not just for health, but also for the economy.

Jason Duba, Assistant Transportation Planner, Chippewa-Eau Claire Metropolitan Planning Organization at West Central Wisconsin Regional Planning Commission, recently assisted with the development of the new Chippewa Valley Bike Map. He has worked for the Chicago Metropolitan Agency for Planning, Urban Transportation Center, Illinois Department of Transportation, and Metropolis Strategies.

Food Systems & Nutrition in the Built Environment

Food - how we grow it, where we produce it, how we partake in it, and affordable food access for all people - is a vital component to creating personal and community health. This presentation will explore community food access and production, looking at urban gardening, food as medicine, worksite wellness, and fresh produce social-marketing initiatives. We will also explore potential for sustainability and growth, and ways to get connected.

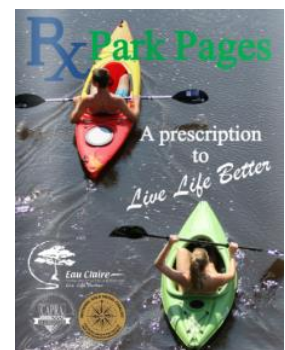
Andrew Werthmann, The Pew Charitable Trusts & Eau Claire City Council Member, was raised on a 600-acre organic dairy farm in Osceola, WI, worked as a State Senate legislative aide, and on a permaculture farm in Costa Rica. He has made sustainability and food security a priority as an alderman and works on many of the same policy issues on a federal level for The Pew Charitable Trusts.

Nancy Coffey, Nutrition Coordinator, Eau Claire County UW-Extension Wisconsin Nutrition Education Program, has worked for 20 years responding to the diverse needs of low-income County residents through community-based direct nutrition education and community nutrition initiatives such as food security and obesity.

Parks as Health Prescriptions

Did you know parks can be a prevention medicine for physical, emotional and mental health? This presentation will focus on evidence-based strategies being implemented by the Eau Claire Parks, Recreation and Forestry Department, a National Recreation and Park Association Gold Medal Finalist. A number of examples will be shared such as their *Prescription to Live Life Better Rx Park Pages*, Healthy Trails "walk with a doc" program, and the new Owen Park outdoor fitness zone in partnership with Mayo Clinic Health System.

Dawn Comte, Superintendent of Recreation, City of Eau Claire Parks, Recreation, & Forestry Department, has worked in park and recreation services for over 25 years. She has been a leader in developing a greater awareness, connection, and implementation of how parks can improve human health. She manages the City's recreational programming and assists in the long-range planning for acquisition, design, and development of recreational areas and facilities.



Option 1: Health Impact Assessment Training & Cannery District Walk Audit

Come learn more about the emerging tool called Health Impact Assessment (HIA) and how it can be used to provide recommendations for the improvement of human health for various projects, plans, or policies. HIA can be used to engage stakeholders, review research, and recommend evidence-based strategies to add value to new developments and existing neighborhoods. Participants will learn about an HIA being performed on the Cannery Redevelopment District, experience the area via a walk audit, and consider questions related to how the built environment - existing and future conditions - affect health.

Audrey Boerner, Project Manager, Eau Claire City-County Health Department, conducted her first HIA with the Institute for Wisconsin's Health and recently presented this work at the National HIA Meeting. Audrey's training is in groundwater geology and environmental sampling, and her career interests are focused on the intersection of human health, the environment, and public outreach.

Phil Johnson, Senior Landscape Architect, Ayres Associates, has 38 years of experience, 25 with the City of Eau Claire as Superintendent of Parks. He was instrumental in the creation of Phoenix Park and other public spaces in the Chippewa Valley. Phil has extensive training in Crime Prevention Through Environmental Design (CPTED), park planning, and is an experienced urban designer, working currently on the Cannery District's redevelopment plan.

Ned Noel, Associate Planner, City of Eau Claire, has practiced urban planning for over 13 years within the Twin Cities and Eau Claire markets. He helps coordinate the City's efforts on sustainability and healthy community design.



High Bridge Park proposal for Cannery District prepared by Ayres Associates

Option 2: Making the Healthy Choice the Easy Choice at Work & Home

Group Health Cooperative, winners of the 2015 Wellness Councils of America (WELCOA) Wellness Challenge, will focus on the importance of incorporating movement into daily routines, both at work and at home. NEAT, or non-exercise activity-based thermogenesis, has been proven to reduce the incidence of obesity and increase productivity. By making a few small changes, like standing for two minutes every sixty minutes, employees can reduce their risk of developing diseases correlated with a sedentary lifestyle.

Peter Farrow, General Manager & Chief Operating Officer, Group Health Cooperative of Eau Claire, oversees the daily activities of the Cooperative and ensures that the organization regularly stays focused on its purpose: to optimize the health of its members through the Cooperative's pooling of health-related resources. His long-term vision of community wellness establishes the Cooperative as a market leader in health and wellness throughout the state of Wisconsin.

Michele Bauer, M.D., Chief Medical Officer, Group Health Cooperative of Eau Claire, provides medical expertise and guidance to the Cooperative, leading the organization's Health Management team in optimizing the health of the members. In addition, she oversees many of the health promotion and worksite wellness initiatives.

Option 3: Hillcrest Greens Neighborhood Tour (Begins approx. 3:30 p.m.)

This new multigenerational neighborhood allows a wide range of housing options and price points including luxury multifamily, affordable starter homes, larger family homes, empty nester bay-homes, independent & assisted senior living, and memory care - allowing residents to stay within Hillcrest Greens as their lifestyle changes. It also focuses on healthy activity by providing recreational opportunities with over 65 acres of donated public park space, 6,000 feet of frontage on Otter Creek, 3.5 miles of bike/walking trails and sidewalks. Park amenities include: tot lot playground, pavilion, basketball court, pickle ball court, and a putting/chipping green, all within walking distance.



Directions: Meet at the entry to The Classic at Hillcrest Greens, 2455 Sawgrass Place, Altoona, WI 54720. Guests can park on Sawgrass Place (the road in front of the Classic).

Bill Albright, Vice President, Heartland Contractors, has master-planned over 2,000 residential units and ten neighborhoods in the area. He has been in the construction industry for over 20 years and is a former president of the Chippewa Valley Home Builders Association.

BE Fit Forum II Partner Sponsors



The annual BE Fit Forum is produced by the Eau Claire Healthy Communities Chronic Disease Prevention Action Team. Team members work together to address the underlying factors that contribute to chronic disease and obesity, which were voiced as top community health concerns in Eau Claire County. If you would like to get involved with the Chronic Disease Prevention Action Team or with planning of the annual BE Fit Forum event, please contact Healthy.Communities@co.eau-claire.wi.us

Event Registration at: <https://befitform2.eventbrite.com>